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AUTHOR Vavricka, D. Karen
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ABSTRACT

The final report of the Tom Green Country Library System (Texas) literacy project details progress toward achievement of 11 objectives. Objectives of the literacy outreach program were to: (1) increase Hispanic enrollment; (2) increase Black enrollment; (3) provide free child care for 4 students to attend 50 tutoring sessions; (4) provide transportation for 5 students to attend 50 sessions; (5) secure 8 additional tutoring sites; (6) increase number and type of circulating literacy and adult new reader materials by 75%; (7) provide student workbooks and teacher manuals free to program participants; (8) train 36 tutors; (9) train 12 tutors in techniques for teaching English as a Second Language (ESL); (10) train two additional tutor trainers, one in basic literacy and one in ESL; and (11) certify a senior tutor and tutor trainer in the multisensory teaching approach. Most of the objectives were met or exceeded, and progress is reported on all. Additional efforts reported include extensive project publicity activities, recruitment of new and active board members, a children's book exchange, and solicitation of in-kind donations to the program. Conventional and innovative publicity efforts included handouts of buttons, balloons, and bookmarks at a book sale, flyers distributed through retailers and a local education association, mass media campaigns, and milk-carton advertising. The project budget is appended. (MSE)
(Adjunct ERIC Clearinghouse on Literacy Education)

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TOM GREEN COUNTY LIBRARY LITERACY PROJECT.

FINAL PERFORMANCE REPORT.

Tom Green County Library
113 West Beauregard
San Angelo, Texas 76903

Report prepared by: D. Karen Vavricka
(915) 655-7321

Grant Number: R167A80440

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The Tom Green County Library System began the literacy project year (October, 1988 through September, 1989) with the hiring of a literacy coordinator for the library. Sue Espe was employed to coordinate and develop literacy activities as stated in the grant's objectives. She also served as liaison between the library and the Tom Green County Adult Literacy Council, with whose coordinator she worked on a daily basis.

Ms. Espe resigned at the end of June and since there was no one knowledgeable about the literacy program who wanted just a 3-month job, the Project Director, Karen Vavricka, took over the coordinator's duties.

This project had 11 objectives, with the first two focusing on the recruitment of students.

OBJECTIVE #1: To increase the number of Hispanic students from 27 to 41. RESULT: 66 Hispanics were recruited to the literacy program.

OBJECTIVE #2: To increase the number of black students from 8 to 16. RESULT: Only 6 new black students were recruited.

In addition to these two groups, 20 Asians and 32 additional Caucasians were recruited, for a total of 124 new students.

We obviously did not gain our objective with regard to increasing the number of blacks in our program. The literacy coordinator contacted black groups in the

spring and, while there was an interest in promoting literacy, no definite plans were made.

However, those contacts did result in two new enthusiastic black literacy council board members. One is writing a play about blacks and literacy to be presented to a number of groups during Black History Month this coming February. This idea was a direct result of the library's report to the board concerning the difficulties of recruiting in the black community. All board members are continuing to work toward full minority participation in the literacy program.

As part of the campaign to attract new students, as well as new tutors and other volunteers, the literacy coordinator and others made presentations to 34 various types of groups throughout the year. At these meetings over 900 brochures, provided by the Junior League and the San Angelo Standard Times, were distributed explaining the literacy council's program. Over 1,000 brochures and bookmarks were handed out at the literacy council's booth at 12 different functions during the year.

In September, buttons, balloons, and bookmarks, bearing the words "Get a Running Start. Learn to Read," were given out at the "Project Read" book sale and other programs. The 1,000 buttons were paid for with grant funds. An 8 foot long bright yellow banner with 9 inch

high black letters, purchased as promotional supplies, was very effective in drawing attention to the literacy council's booth and to its book sale in the local mall.

In January, the local unit of the Texas State Teachers Association distributed 10,000 flyers on literacy, written in English and Spanish, to 18 elementary schools for each child to take home. Five hundred copies of a second flyer, printed using grant funds, were distributed in June and July through Harry's Food Store, Food Emporium, Winn-Dixie grocery stores, the Social Security office and the city-county health department.

The literacy coordinator, during March, contacted local churches and received permission from 18 of them to run brief summaries concerning the literacy program in their church bulletins.

Seventy-five posters, designed and printed by the San Angelo Standard Times at no cost to the library, were posted at churches, hospitals, welfare agencies, government offices, libraries, public and private schools, restaurants, and other businesses.

The San Angelo Standard Times has always been very supportive of the literacy efforts in the community and, in addition to the 20 brief articles that ran during the year, it also published a lengthy article on literacy program graduate, Jessie Valenzuela, and another one on

Ann Loyd, one of the volunteer tutor trainers. Free literacy ads were run in the classified section at various times throughout the year. The newspaper was a co-sponsor of "Project Read", a book sale that benefited the literacy council, and ran numerous ads promoting Project Read and the council during National Literacy Month.

The local radio and television stations were also enthusiastic supporters of literacy, airing and sometimes writing regular public service spots. In May, a local high school speech class, at the request of the literacy coordinator, wrote and performed a rap on literacy, which cleverly included the telephone number of the council. This was taped for both radio and television and aired numerous times May through July.

In February, the coordinator had a promotional idea involving a local dairy and that idea became a national campaign. Ms. Espe asked Gandy's dairy to run a public service side panel on their milk cartons focusing on National Literacy Month and educating the public on the problems of illiteracy. Gandy's referred her to International Paper in Memphis, Tennessee, which produces milk cartons for all over the United States and they agreed to work with her on producing such a side panel. Johnson's advertising, a local agency, volunteered to do the art work, and Laubach Literacy Action allowed them

to include the national hotline "800" number. Dairies and literacy groups across the country were contacted to see if they wished to participate. In Texas, Gandy's Dairies and H.E.B. Food Stores ran the side panels on literacy during September, 1989 (a copy of the panel is included in the appended material). This whole effort brought in businesses and other volunteers who had not previously participated in the literacy movement.

Another idea from the literacy coordinator was a children's book swap to promote reading and literacy, especially among disadvantaged children. She began the planning in June, locating a place to have it and contacting local merchants and others who might wish to contribute to it. A theme was selected (dinosaurs) and games and art activities were designed for it. Nearly everything was in order before the coordinator left at the end of June.

On Saturday, November 11, the Dino-Mite Book Swap for children ages 3 through 13, co-sponsored by the library, the literacy council and the YMCA, was held at the downtown "Y", located near a low-income residential area. Each of the 97 children who attended (along with 70 adults, mostly parents) received a library book bag containing bookmarks, food coupons and game tokens, and literacy and library promotional flyers. As they received their bags, each child's hand was stamped with a

dinosaur stamp. A total of 14 literacy and library volunteers gave away door prizes throughout the two-hour event and conducted the games and art activities. The library's 6 foot papier-mache dinosaur, "Joyce," made quite an impression on the children who had not seen her at the library.

The following local businesses donated books and other give-away materials: K-Mart, Wal-Mart, Target, Shakey's Pizza, Pizza Hut, Paproni's Pizza, Dairy Queen, and Chick-Fil-A. These book distributors donated books: Mumford Library Book Sales, Inc, Plano, Texas; Quality Books, Inc, Lake Bluff, Illinois; and Star Book Sales, Fort Worth, Texas. Several publishers also donated books: Scholastic Inc, Random House, and Harper & Row.

In all, 195 volunteers, donors, parents and children were involved in the book swap, and it was so successful that we plan to have one again next August. Again, the contacts made by the literacy coordinator helped to spread the word about the library and the literacy program.

OBJECTIVE #3: To provide free child care for 4 students to attend 50 tutoring sessions. RESULT: 3 students, all female, left a total of 6 children at care facilities, to attend 62 tutoring sessions.

When a prospective student inquired about the literacy program, she or he was informed of the free

child care available. One student attended long enough to graduate from the program. If the nurseries were closed, the children were kept at the literacy council office.

An amount of $1,600 was allotted for child care but only $373.25 was spent because the literacy coordinator was able to locate Mother's Day Out programs in churches convenient to tutoring sites. They charged considerably less than regular day care facilities and allowed for drop-ins more easily. One day care, the Tot Stop, did allow for literacy student drop-ins.

OBJECTIVE #4: To provide free transportation for 5 students to attend 50 sessions. RESULTS: 5 students without their own transportation were able to attend 78 sessions.

Prospective students were told about the free transportation when they inquired about the program.

The original plan was to pay mileage to volunteers to transport the students but we soon discovered that such volunteers are almost impossible to recruit. Thus, four of the students were given bus tickets, and the literacy coordinator and the project director took turns transporting one mother and her three children to day care and tutoring sites for several sessions.

The amount budgeted for this objective was $135; the amount spent, $49.50.

OBJECTIVE #5: To secure 8 additional tutoring sites. RESULT: 15 new sites were added.

Those offering new sites included: Sterling County Public Library in Sterling City, West Texas Lighthouse for the Blind, Concho Career Institute, Rio Concho Manor (a retirement home), St. Mark's Presbyterian Church, Meadows-Fisher-Cleere Building (insurance company), Concho Valley Center for Human Advancement, Concho Valley Implements (a retail store), Church of God, Goodfellow Air Force Base, St. John's Hospital Guest House, Southside Recreation Center, Circle K District Office (business), Edison Junior High and Bradford Elementary School.

The literacy coordinator made telephone calls to locate some of the sites while several tutors and students found their own meeting places.

OBJECTIVE #6: To increase the number and type of circulating literacy and adult new reader materials (including nonprint) from 446 items to 780 items, or a 75% increase. RESULT: The total number of items now held is 1,249, an increase of 180%.

We were able to purchase many more library materials and student supplies than originally planned because of the funds not used in salary, fringe benefits, travel, and child care.

Books were added to the Literacy Shelf in the

following areas: ESL, citizenship, employment, survival skills, mathematics, spelling, pre-GED, and supplementary tutoring methods. The variety of adult new readers was expanded to include, not only more fiction, but also history and biography. Twenty-six cassettes were also added to the collection.

An attractive display shelf for adult new readers (the "Potluck Shelf") was purchased and located near the library entrance in the new book area.

Special supplies were purchased for tutors to use with students: twenty-five 9" x 12" and 12" x 18" marker boards, pens and erasers; cardboard clocks; laminated U.S. maps; and 3 reams of manuscript paper. Six posters of alphabets and numbers were bought for the literacy meeting rooms at the library. A kit of materials for use with the learning disabled was purchased from the James Phillips Williams Memorial Foundation for use by tutors as needed.

When a student signs up with the literacy program, he or she is evaluated by a volunteer Student Assessor who is a certified educational diagnostician with a Master in Education. At her request, part of the supply money was used to buy the Laubach Diagnostic Inventory Student Reading Profiles. This profile is invaluable to the tutor for indicating the student's reading skills and strengths and weaknesses.

OBJECTIVE #7: To provide student workbooks and teachers manuals free to program participants. RESULT: 1,017 workbooks and manuals were purchased and a total of 1,242 were distributed to tutors and students.

The additional books were purchased with the literacy council's Junior League grant and with the library's Big Country Library System grant.

OBJECTIVE #8: To train 36 tutors in 3 Laubach Basic Literacy workshops. RESULT: 94 tutors were trained in 4 Laubach workshops.

No charges were made to participants in these workshops. The trainers are volunteers, and the literacy council and the library provided many of the supplies, all of the copying, the labor and 3 of the meeting sites. The Episcopal Church of the Good Shepherd offered the fourth meeting space. Supplies and refreshments were provided by GTE, Standard Times, Retired Senior Volunteer Program, Talley Press, DeCoty Coffee Company, Halfmann's Cake Cottage, Town & Country Food Stores, Winn-Dixie Supermarket, and Holsum Bakery.

OBJECTIVE #9: To train 12 tutors in 1 Laubach English for Speakers of Other Languages workshop. RESULT: 69 tutors were trained at 3 workshops.

Again, no charge was made to the participants.

The Big Country Library System in Abilene, of which Tom Green County Library is a member, sponsored one

workshop, with assistance from the Taylor County Adult Literacy Council (also in Abilene). The local literacy council sponsored the second workshop, providing an outside trainer, copies and supplies. The third workshop was paid for with a Workplace Literacy Grant from the local United Way to the literacy council. Ethicon, Inc. paid for the workshop site, lunch, refreshments, and copies.

Besides the donors mentioned above, refreshments were also donated by Furr's Food Stores and Beta Sigma Phi; supplies by G.T.E., Western Printing, Retired Senior Volunteers Program, and the Standard Times.

Of the $350 allotted for training supplies, only $169.40 was spent. The large marking board was purchased using other funds, and the Laubach training video was bought at a discount. Several charts and posters were laminated for use in the classroom and at workshops.

OBJECTIVE #10: To train 2 additional tutor trainers (one in Basic Literacy and one in ESOL) and a supervising tutor trainer. RESULT: Frankie-Beth Nelson is now a supervising tutor trainer. Ann Loyd is a certified trainer and an apprentice supervising trainer in Basic Literacy, and Carol Weaver is a certified trainer and an apprentice supervising trainer in ESOL.

An amount of $400 was allotted for the supervising

tutor trainer to attend the annual conference but she became seriously ill and was unable to attend. An additional $800 was allotted for 2 tutor trainers also to attend but only Carol Weaver was able to go, so the final amount spent was $414.16.

OBJECTIVE #11: To certify one senior tutor and one tutor trainer in the Multisensory Teaching Approach course. RESULT: Two tutors were certified in the MTA method for working with the learning disabled.

The James Phillips Williams Memorial Foundation sponsored the two-week course in June. Unfortunately, one of the weeks coincided with the annual Laubach National conference and the tutor trainer who wished to be certified in MTA needed to attend that. Several senior tutors also had conflicting plans.

Of the two volunteer tutors who were able to attend, one is using the information to teach her learning disabled student. Both have served as resources for other tutors whose students seem to have learning difficulties. Special supplies for use with the learning disabled are available for check-out by tutors.

The amount budgeted for this training was $1,000. The costs increased by $75 per person so the amount expended was $1,150.

The Tom Green County Library System accomplished 10

of the 11 objectives of its federal literacy grant project, directly serving 314 people, not including the 167 children and parents who attended the book swap. Instrumental in this achievement were the library's literacy coordinator, the literacy council's coordinator, and the library's associate director, who also served as Project Director.

A total of $24,001.76 was spent during the project year, or $76.44 per person directly served. The following page is a ledger sheet comparing the proposed and actual expenditures by budget category. When the literacy coordinator resigned after nine months in the project instead of twelve, nearly $4,400 was left in the Personnel categories to be reallocated to other approved categories. Monies were also left in promotional and training supplies, travel for tutor trainers, child care, and transportation. Most of the unused funding was moved into library materials and special materials acquired for student use.

TOM GREEN COUNTY LIBRARY
ADULT LITERACY GRANT, 1988-1989

		(Proposed in Subcategories)	Proposed Budget	(Actual in Subcategories)	Actual Budget
0105	Personnel - Salary		1328400		1023007
0211	Personnel - Benefits		326800		233722
0428	Personnel - Travel		40000		-0-
0676	Supplies		86900		131989
	Promotion	35000		17855	
	Materials Acquis.	16900		97194	
	Training	35000		16940	
0435	Library Materials		200000		763138
0481	Miscellaneous		428500		248320
	Promotion - Printing	25000		43279	
	Telephone Installation	10000		6350	
	Travel for 2 tutor trainers	80000		41416	
	Travel for superv. tutor tr.	40000		-0-	
	Multisensory training	100000		115000	
	Child Care	160000		37325	
	Transportation	13500		4950	
	Totals		2410600		2400176
	Balance of 104.24				
	Returned to D.O.E. in 11-89				

This federal project has had an immeasurable impact on the ongoing literacy program of the library and the literacy council.

The literacy coordinator was an invaluable addition to the overall program, working with the council and the library staff on a daily basis and helping to generate and follow through on ideas to promote the cause of literacy.

Expanding the literacy program to include ESOL training had become a necessity and was made possible by the grant, which provided funds for the purchase of student workbooks and teacher manuals.

Having 3 qualified tutor trainers and 5 apprentice trainers locally, both in Basic Literacy and ESOL, has greatly lowered the costs of tutor workshops and has allowed more flexibility in the scheduling of workshops. Our volunteer trainers have, in the past year, also been able to help several small towns in this area begin their own literacy programs.

Funds from the federal grant enabled the library, struggling with its barely adequate book budget, to greatly expand the number and variety of literacy materials available for tutors and students.

The provision to students of free child care and free bus tickets, paid for by the grant, was so effective in removing those particular barriers for some

students that the literacy council board voted to continue the program and is now underwriting the costs.

The Tom Green County Library System and the Tom Green County Adult Literacy Council will continue to work together in developing and maintaining a literacy program that will be responsive to the needs of the adults in our community. This federal grant project has already had a great and positive impact on hundreds of lives and the domino effect is sure to be felt in every facet of life in San Angelo and Tom Green County.

APPENDIX

TOM GREEN COUNTY POSITION DESCRIPTION	EMPLOYEE N[illegible] n pencil)	DESCRIPTIVE POSITION Literacy Coordinator	POSITION NUMBER
DEPARTMENT	CLASSIFICATION & GRADE Librarian I - 9	DOT TITLE	DOT NUMBER

INTRODUCTION:
Under direction of Grant Project Director, coordinates and develops literacy activities as stated in the grant's objectives.

DESCRIPTIVE DUTIES AND RESPONSIBILITIES

Recruits students and tutors, with emphasis on minorities.

Makes presentations about the literacy program to a variety of community groups.

Organizes methods of providing child care and transportation for students as necessary.

Canvasses community for appropriate tutoring places.

Orders and maintains inventory of student workbooks and teacher manuals, print and nonprint literacy materials for the library's circulating collection, and reading materials for new adult readers.

Assists at basic literacy, ESOL and other training workshops.

Helps provide in-service training to tutors.

Maintains complete records of activities and prepares reports and statistical information as required.

Serves as liaison between the library staff and the literacy council.

Performs other duties as may be required.

SPECIAL QUALIFICATIONS:

Able to work cooperatively with the library staff, the tutor coordinator, the literacy council staff and other literacy providers. Sensitive to problems of disadvantaged and/or undereducated adults.

DURATION OF JOB:

One year, beginning October 1, 1988.

WORK HOURS:

40 hours per week; flexible.

SALARY:

$13,284

EDUCATION & OR EXPERIENCE:	SKILL REQUIREMENTS:
College degree preferred with experience in adult basic education, public relations or social services.	Good organizational and communication skills. Completion of Laubach tutor workshop. Fluency in Spanish helpful.

REAUDIT CERTIFICATION						
DATE						DATE
SUPERVISOR						
CLASSIFIER						

1 Out Of 5 Americans Can't Escape The Fear of Illiteracy.

27 million American adults are functionally illiterate. Thousands right in your own community can't even fill out a job application.

Pass the Word
Volunteer as a Literacy Tutor and Support a Growing Program

National Contact Hotline
1-800-228-8813

Laubach Literacy Action

U.S. Program of Laubach Literacy International
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in cooperation with Project Literacy U.S.-PLUS
and the National Coalition for Literacy.